For better..

or worse..→

Argoflex Avoids Cropping

That threshold carry-over is historical enough to get, perfectly framed in your picture. You'll get it perfectly, too, with your Argoflex. Because Argoflex always shows you the *entire* picture *before* you take it.

Argoflex Prevents Tilting

There's nothing you can do about a rail tilted by heavy weather. But you need never tilt rail or models by camera when you use Argoflex, because your Argoflex shows you the *framed* picture *before* you take it.

Argoflex Perfects Focusing

When focusing goes wrong, your picture muffs the beauty that is the bride's by cherished tradition. Argoflex prevents poor focusing because your Argoflex view-finder shows you the *sharp* picture *before* you take it.

Actual size view shows here

Synchronized matched lenses one focuses the other "takes" the picture

argus
ANN ARBOR, MICH.

with argoflex*..the picture you see is the picture you get

You'll be wedded to Argoflex, too, the first time you use it. In sunshine and in shadow...with Argoflex, *all* your pictures will be better. Because Argoflex will give you an easy certainty of results that will pack your picture-taking with sheer pleasure.

You see a picture. Look in your large Argoflex viewfinder. Frame the picture the way you want it —a twist of the wrist focuses it. Snap it, and you know you have your picture. It's that simple!

Visit your favorite camera store now. Pick up this *twin-lens* Argoflex in your own hands. Focus it. Snap it. And then guarantee yourself the most fun you've ever had in taking pictures. Do it by ordering your own Argoflex at once.

*Reg. U. S. Pat. Off.

America's First Twin-Lens Camera